CASE STUDIES

Implementing Digital Remittance Solutions in Sending and Receiving Regions

Digital remittances are most effective when they are integrated into a broader approach to member service and relationship management.

The following case studies were provided by Unitus Community Credit Union and Micoope and illustrate how CUs in both sending and receiving regions have approached digital remittances in practice. They highlight different institutional contexts, implementation choices, and early lessons, offering concrete examples to complement the frameworks discussed in this paper.

1

Unitus Community Credit Union Launches a Sending Side Digital Remittance Solution

1. Why did Unitus pursue a digital remittance solution?

Through a series of roundtables and workshops, our members consistently shared that sending money abroad feels stressful, expensive, and impersonal. Traditional remittance providers are built to handle high transaction volumes rather than deliver a personal, relationship-based experience.

The goal was simple and deeply member-focused. Unitus aims to make sending money internationally simple, affordable, and personal, reflecting the trust and relationship members expect from Unitus. This isn't just about moving money; it's about sending care. Whether members are supporting parents, helping a child overseas, or responding to a family emergency, the experience should feel seamless and reassuring.

2. What are the benefits of digital remittances for your members?

Movi is Unitus' new digital international money transfer service, designed to make sending money to loved ones abroad simple, affordable, and transparent. Built into the trusted Unitus experience, Movi allows members to send money internationally across more than 150 countries without relying on costly third-party providers. Movi addresses the cost, complexity, and stress of traditional remittances by delivering competitive and transparent fees and FX rates, real-time transfer status, and a relationship-centered experience members can trust. Members can send money quickly and affordably directly within their trusted financial institution, eliminating the need to visit external websites or physical storefronts. With accessible digital experiences and English and Spanish support, Unitus makes international money movement both convenient and confidently personal.

Unitus' experience reflects its specific implementation and should not be viewed as prescriptive for other institutions.

3. What has the process been like for Unitus to implement the digital remittance solution?

Launching a cross-border remittance service requires coordination across technology, compliance, operations, accounting, and member support. We partnered with PayMitto for their full platform that powers the embedded member experience and their end-to-end program management on behalf of Unitus, and Visa Direct for their reach, speed, and reliability through Visa's global money movement network. Key workstreams included:

- **Technical Integration (SDK Build):** PayMitto's SDK enabled efficient integration with Unitus' digital channels, significantly reducing engineering effort compared to building an in-house solution.
- **Corridor Strategy and Enablement:** Dedicated corridor consulting sessions helped identify priority send to countries and currencies, ensuring alignment with member needs while optimizing cost, speed, and reliability.
- **Funds Flow, Accounting, and Settlement:** Specialized deep dive sessions focused on end-to-end funds flow, settlement mechanics, and reconciliation processes to ensure financial accuracy, transparency, and audit readiness.
- **Compliance and Fraud Management:** PayMitto's platform delivers built-in compliance and fraud management under sponsor bank oversight, including AML, sanctions screening, and fraud controls.
- **Support Model and Member Experience:** A clearly defined support framework established roles across frontline staff, back-office operations, and PayMitto escalation paths, ensuring members receive timely and knowledgeable assistance.
- **Program Overview and Marketing Readiness:** Program configuration was paired with internal enablement and marketing planning, ensuring teams were prepared to communicate value, educate members, and support adoption at launch.

4. What would Unitus recommend to other CUs considering implementing a digital remittance solution?

The Unitus and Movi experience offers several important lessons for institutions considering entering this space:

1. Start with member needs and behaviors. The most successful digital remittance strategies begin with a clear understanding of member behavior.
2. Choose partnerships that reduce complexity and risk. Cross-border payments introduce regulatory, compliance, operational, and technical complexity that can be challenging to manage internally.
3. Preserve and strengthen the member relationship. A white-labeled approach, such as Unitus' use of Movi, enables CUs to deliver remittance services under their own brand while benefiting from external technology and operational support.
4. Balance innovation with operational readiness. Clear support models, internal training, marketing readiness, and defined escalation paths are essential to success.
5. View remittances as a strategic growth opportunity. Digital remittances represent a meaningful opportunity to expand access, promote financial inclusion, and deliver tangible value to communities often underserved by traditional financial services.